



U. S. Small Business Administration
Georgia District Office
Presents

How to Launch a Profitable New Business

When launching a new business, we often have incomplete information and are not sure where to begin. In the beginning, it's crucial to do the right things in the right sequence. As a business professional, you have several obstacles to overcome: Your solution is key, your time is limited, and your credibility is on the line. Come and learn how to launch a profitable business the right way. You will gain practical knowledge of how to structure your business and operate it for success as well as learning pitfalls to avoid. **Don't miss this opportunity to launch your new business the Profitable way!**

You will learn:

- The Five Attributes all Business Owners should have
- The right things to do in the right sequence before spending any money
- How to set up your general business information to stay organized
- How to create an initial marketing program that will close business
- When to write your business plan and what to put in it
- The best ways to find the money you need

Instructor: Sherese Duncan, President and CEO of Efficio, Inc.

Sherese Duncan, owner of Efficio, Inc., has worked with business owners for the past 12 years. Her company provides small business education and consulting services to help entrepreneurs build profitable business enterprises. Mrs. Duncan received her bachelor's degree from Kansas State University and her MBA from Keller Graduate School of Management.

Date: May 18, 2006
Time: 4:00 p.m. until 6:00 p.m.
Location: U. S. Small Business Administration
Peachtree Center-Harris Tower
233 Peachtree Street, Suite 1900
Atlanta, GA 30303

ADMISSION IS FREE.

Pre-Registration is mandatory. Seats are limited.

Please contact Dorothy Fletcher, Business Development Specialist at (404) 331-0100, ext. 305 or dorothy.fletcher@sba.gov to register for the class. Fax number: (404) 331-0101

Registration Form- Profitable New Business

Please complete the registration form and return it to the aforementioned address to the attention of: Dorothy Fletcher

Name: _____

Address: _____

Telephone: _____

Business Name: _____

E-mail Address: _____

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